

USHER
Springfield Little Theatre



**SPRINGFIELD
LITTLE THEATRE**

THE CROWN JEWEL OF THE OZARKS®



ADVERTISING OPPORTUNITIES

2026-2027 SEASON



SPRINGFIELD LITTLE THEATRE

OUR MISSION

Springfield Little Theatre is a nonprofit, volunteer-driven organization, energized by the highest artistic ideals, that strives to entertain, educate, and involve the community in live theatrical productions and in the preservation of the historic Landers Theatre.



MISSOURI'S OLDEST &
LARGEST CIVIC THEATRE



HISTORIC
DOWNTOWN HOME



PRODUCED &
PERFORMED LOCALLY



COMMUNITY
POWERED

SETTING THE STAGE



38,000+
ANNUAL
ATTENDEES



1,000+
LOYAL SEASON
SUBSCRIBERS



7
MAINSTAGE
PRODUCTIONS



90+
PERFORMANCES
AT THE LANDERS



15,000+
ACTIVE
VOLUNTEERS

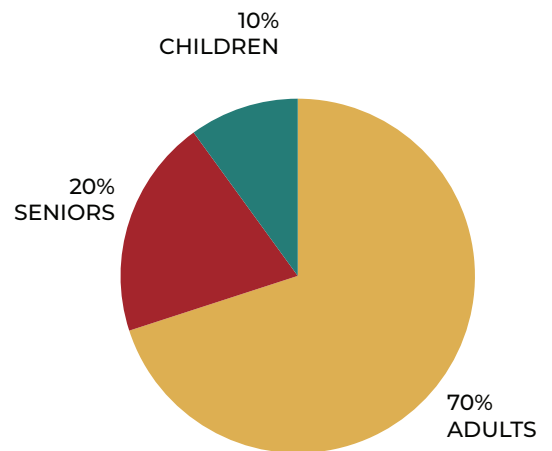
THE HOUSE REPORT

DEEPLY LOCAL. SURPRISINGLY FAR-REACHING.

Springfield Little Theatre is a regional destination — **78% of our audience calls the greater Springfield area home**, with theatre lovers traveling from across the Ozarks to take their seats at the historic Landers. With **15%+ first-time attendees** at recent productions, our audience is both devoted and growing.

MULTI-GENERATIONAL APPEAL

Our audience is made up of engaged, civically connected Springfield adults — people who invest in their community, support local businesses, and make considered purchasing decisions. When your brand appears at The Landers, it's seen by the people who power this region.



From first curtain calls to lifelong fans — your brand reaches every generation.





YOUR BRAND IN THE SPOTLIGHT

Our stage is your stage. Advertising with Springfield Little Theatre connects your business with one of the Ozarks' most beloved community institutions — and a captive, engaged audience that shows up season after season at the historic Landers Theatre.

This isn't a billboard on the highway or a scroll-past ad on social media. This is your brand in the hands, on the screens, and in the sightlines of Springfield's most civically engaged adults — **people with an average household income of \$76,000 who invest in their community and support local businesses. Visits to the Landers have grown 15% over three years.** This audience is expanding, and your brand can grow with it.

As Missouri's oldest civic theatre, Springfield Little Theatre carries over ninety years of community trust. When your name appears alongside ours, that trust transfers.



Our world is increasingly digital, sanitized, and impersonal. Although the digital world has its benefits, we value the physical, tactile world. Sponsoring Springfield Little Theatre is one way we can uphold this value by ensuring that our community has access to live theatre and a venue to connect with family and friends.

— Jay Sandidge, *Positronic,*
an Amphenol Company

LANDERS MAINSTAGE

2026-2027 SEASON

LES MISÉRABLES

Sept. 11 - 27, 2026

ARSENIC & OLD LACE

Oct. 16 - 25, 2026

RUDOLPH THE RED-NOSED REINDEER

Nov. 27 - Dec. 13, 2026

ONCE UPON A MATTRESS

Jan. 29 - Feb. 13, 2027

DEAR EVAN HANSEN

Mar. 12 - 28, 2027

PETER PAN GOES WRONG

Apr. 23 - May 9, 2027

MEAN GIRLS

Jun. 11 - 27, 2027





SEASON PLAYBILL

YOUR AD. IN THEIR HANDS. ALL SEASON LONG.

Every patron who walks through the doors of the historic Landers Theatre receives a printed Playbill — a keepsake they hold, read, and take home. Your brand, for every production, is in front of 38,000+ engaged theatre lovers across the full 2026–2027 season.

AD SIZE	DIMENSIONS	SEASON RATE
Full Page	4.5"W × 7.5"H	\$1,550
1/2 Page Vertical	2.125"W × 7.5"H	\$950
1/2 Page Horizontal	4.5"W × 3.265"H	\$950
1/4 Page Vertical	2.125"W × 3.625"H	\$650
1/4 Page Horizontal	4.5"W × 1.75"H	\$650

OPTIONAL DESIGN SERVICE AVAILABLE — \$250 for any ad size. Send us your logo and copy, and we'll handle the rest.

AD SPECIFICATIONS:

- Springfield Little Theatre's Playbill is printed in full color.
- Artwork must be CMYK, and sent as a high resolution PDF with fonts embedded.
- Electronic files may be sent to krichter@springfieldlittletheatre.org.

SPECIAL ADD-ON DIGITAL SHOW PROGRAM — \$350

Every Playbill advertiser has the exclusive option to add a digital show program ad, accessible by audience members via QR code on production showcards throughout the season. Your ad appears on their screen before the curtain rises, during intermission, and long after the show ends.

- Animated GIF or static JPG
- 600 × 280 px (Maximum file size 1MG, image resolution minimum of 150 dpi)
- Update your creative before each production at no additional charge

PLAYBILL & DIGITAL ADS MUST BE RECEIVED BY 5:00PM ON FRIDAY, AUGUST 14, 2026

Updated digital show program artwork must be received Monday prior to show openings.





LOBBY DIGITAL DISPLAYS

LIMITED AVAILABILITY!

Our lobby digital display reaches a captive audience — patrons waiting for the auditorium to open, mingling before the show, and lingering after the curtain falls. This is an audience that's standing still, unhurried, and engaged.

Your ad runs during Box Office hours Monday through Friday, 12:00PM – 5:00PM, and before, during intermission, and after every performance.

PLACEMENT	SIZE	RATE
Single Show	16:9	\$250
Full Season	16:9	\$1,400

AD SPECIFICATIONS

- Standard horizontal display (16:9)
- Static Image: JPEG, full color
- Video: 15 seconds, no audio, MOV file
- Update your creative before each production at no additional charge

DIGITAL ASSETS MUST BE RECEIVED BY MONDAY PRIOR TO SHOW OPENINGS

TICKET BACK SPONSOR

LIMITED AVAILABILITY!

Put your brand in the patron's hands — literally. Your advertisement prints on the back of every other physical ticket issued at The Landers Theatre, from September 2026 through June 2027.

Investment: \$5,000

AD SPECIFICATIONS: 3.5"W × 1.375"H; Printed in grayscale





EDUCATION FACILITY

Springfield Little Theatre's Education programs bring live theatre to the next generation — and to the parents, grandparents, and families who show up to cheer them on. With **10 PRODUCTIONS PER SEASON, 6,000+ PROGRAM AUDIENCE MEMBERS,** and **15,000+ ANNUAL VISITORS** passing through The Judith Enyeart Reynolds School of the Performing Arts for Springfield Little Theatre, advertising at our Education Facility puts your brand in front of an engaged, community-rooted Springfield audience all year long.

For additional Education Sponsorship opportunities, contact Director of Development, Lisa Hamaker, at lhamaker@springfieldlittletheatre.org.

SHOW PROGRAM ADVERTISING • LIMITED AVAILABILITY!

AD SIZE	DIMENSIONS	SHOW RATE	SEASON RATE
Full Page	4.5"W × 7.5"H	\$300	\$1,800
1/2 Page Horizontal	4.5"W × 3.265"H	\$175	\$1,050

AD SPECIFICATIONS: Printed in full color, must be CMYK, sent as a high resolution PDF

SPECIAL ADD-ON DIGITAL SHOW PROGRAM — \$75 PER SHOW • \$500 FULL SEASON

Every program advertiser has the exclusive option to add a digital show program ad, accessed by audience members via QR code on each show program. Update your creative before each production at no additional charge!

PROGRAM & DIGITAL ADS MUST BE RECEIVED MONDAY PRIOR TO SHOW OPENINGS

DIGITAL DISPLAY ADVERTISING

AD SIZE	SIZE	RATE
Single Quarter	16:9	\$200
Full Year	16:9	\$650

AD SPECIFICATIONS: Static JPEG or 15-second MOV video, no audio. Standard horizontal display. Quarters: July – September; October – December; January – March; April – June





ADVERTISING SPECIFICATIONS

FULL PAGE
4.5"W × 7.5"H

**1/2 PAGE
VERTICAL**
2.125"W × 7.5"H

PRINT PROGRAM ADS

- Full Color; CMYK
- High resolution PDF with embedded fonts

DIGITAL PROGRAM ADS

- Animated GIF or static JPEG
- 600 × 280 px
- Maximum file size 1MB
- Minimum resolution 150 dpi

DIGITAL DISPLAY ADS

- Static JPEG or 15-second video
- JPEG or MOV
- No audio
- Standard horizontal display (16:9)

Submit labeled press ready artwork to krichter@springfieldlittletheatre.org.

Advertising costs do not include design or alteration of submitted art.

Additional graphic design changes are the responsibility of the advertiser.

**1/2 PAGE
HORIZONTAL**
4.5"W × 3.265"H

**1/4 PAGE
VERTICAL**
2.125"W × 3.625"H

DIGITAL AD
600 × 280 PX

**1/4 PAGE
HORIZONTAL**
4.5"W × 1.75"H

For advertising agreements and additional information, contact Director of Development Lisa Hamaker at lhamaker@springfieldlittletheatre.org or 417-869-3869 x118.





READY TO RESERVE YOUR SPOT? CONTACT DIRECTOR OF DEVELOPMENT LISA HAMAKER TO DISCUSS ADVERTISING OPPORTUNITIES AND GET STARTED. LHAMAKER@SPRINGFIELDLITTLETHEATRE.ORG · 417-869-3869 X118



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